

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A shop information advertisement panel system, ~~having~~
comprising:

a plurality of shop terminals ~~provided in a shop;~~

an advertisement panel control terminal ~~for controlling an advertisement panel,~~
connected with the ~~respective~~ plurality of shop terminals through a communication network,
said advertisement panel control terminal including an advertisement information storing
unit; and

a plurality of advertisement panel devices ~~provided for every shop terminal for~~
~~displaying an advertisement of the shop;~~

wherein each shop terminal of said respective plurality of shop terminals ~~comprise an~~
~~advertisement information registration requesting unit for requesting is configured to send, to~~
the advertisement panel control terminal through the communication network, to register
~~advertisement information including respective image information-expressing an of a~~
respective advertisement image to be displayed on the a corresponding advertisement panel
device of said plurality of advertisement panel devices corresponding to its own shop
terminal, through the communication network;

wherein said advertisement panel control terminal comprises an is configured to
receive said respective image information of the respective advertisement information image
~~controlling unit for registering and controlling the advertisement information for every from~~
each shop terminal of said plurality of shop terminals, based on the registration request of the
~~advertisement information from the shop terminal, and sending the~~ and is configured to store
said respective image information in said advertisement information storing unit in
correspondence with corresponding control information identifying of the advertisement
~~information to the corresponding advertisement panel device corresponding to the above shop~~
terminal on which the respective advertisement image is to be displayed; and

wherein said respective advertisement panel devices comprise control terminal-an advertisement display unit for displaying an advertisement according to the is configured to read particular image information-sent from the of a particular advertisement image-panel control terminal from said advertisement information storing unit, and is configured to determine a particular advertisement panel device of said plurality of advertisement panel devices on which said particular advertisement image is to be displayed based on particular control information that is in correspondence with said particular image information, and is configured to control the particular advertisement panel device to display the particular advertisement image.

2. (Currently Amended) A The shop information advertisement panel system as set forth in Claim claim 1, wherein

whereinsaid each shop terminal of said plurality of shop terminals-comprising comprises an advertisement information update requesting unit for requesting, through the communication network, the advertisement panel control terminal to update the respective advertisement image information-corresponding to the shop terminal itself, which is registered stored in the advertisement information storing unit of the advertisement panel control terminal, through the communication network; and

wherein said advertisement panel control terminal-comprising comprises:

an advertisement information registering unit-of for adding the corresponding control information to the-advertisement respective image information-requested to be registered by received from each-the shop terminal of the plurality of shop terminals, so as to register the store both information therein the respective image information and the corresponding control information in the advertisement information storing unit, and

an advertisement information updating unit for updating the-advertisement respective image information stored in the advertisement information storing unit corresponding to-the a specific shop terminal of said plurality of shop terminals having made an update request, of the advertisement information-registered in an advertisement information storing unit, according to the update request-of the advertisement information received from the specific shop terminal.

3. (Currently Amended) ~~A~~ The shop information advertisement panel system as set forth in Claim claim 1,

wherein ~~said~~ each shop terminal of said plurality of shop terminals sends the respective advertisement information including the respective image information and respective detailed information ~~on the~~ related to a corresponding shop to the advertisement panel control terminal, so as to request the ~~same~~ advertisement panel control terminal to ~~register the same~~ store the respective advertisement information therein, and

wherein ~~said advertisement panel control terminal adds~~ is configured to add the corresponding control information including the information of the advertisement panel device corresponding to the shop terminal to the respective advertisement information including the respective image information sent from the each shop terminal of the plurality of shop terminals, so as to ~~register the store~~ both the respective advertisement information and the corresponding control information for every each shop terminal of said plurality of shop terminals into said advertisement information registering unit.

4. (Currently Amended) A shop information advertisement panel system, ~~having~~ comprising:

a plurality of shop terminals ~~provided in a shop;~~

an advertisement panel control terminal ~~for controlling an advertisement panel,~~ connected with the respective plurality of shop terminals through a communication network, said advertisement panel control terminal including an advertisement information storing unit; and

a plurality of advertisement panel devices; ~~provided for every shop terminal for displaying an advertisement of the shop;~~

wherein each shop terminal of said respective plurality of shop terminals comprising an advertisement information registration requesting unit for requesting is configured to send, to the advertisement panel control terminal through the communication network, to register respective advertisement information including respective image information expressing an of a respective advertisement image to be displayed on the a corresponding advertisement panel device of said plurality of advertisement panel devices corresponding to its own shop terminal

and detailed information on ~~the~~ a respective shop where this shop terminal is provided,
~~through the communication network~~ the corresponding advertisement panel device is located;

wherein said advertisement panel control terminal comprising an is configured to
receive the respective advertisement information controlling unit for registering and
controlling the advertisement information for every from each shop terminal of said plurality
of shop terminals, based on the registration request of the advertisement information from the
shop terminal, and sending the image information to the advertisement panel device
corresponding to the shop terminal, and is configured to store said respective advertisement
information in said advertisement information storing unit in correspondence with
corresponding control information identifying the corresponding advertisement panel device
on which the respective advertisement image specified by the respective image information of
the respective advertisement information is to be displayed;

wherein said advertisement panel control terminal is configured to read particular
image information of a particular advertisement image included in particular advertisement
information from said advertisement information storing unit, and is configured to determine
a particular advertisement panel device of said plurality of advertisement panel devices on
which said particular advertisement image is to be displayed based on particular control
information that is in correspondence with said particular advertisement information, and is
configured to control the particular advertisement panel device to display the particular
advertisement image;

~~a detailed information referring unit for~~ wherein said advertisement panel control
terminal is configured to send, when the particular advertisement panel device makes a
reference request of the for particular detailed information included in said particular
advertisement information, sending the particular detailed information corresponding to the
particular advertisement panel device making the reference request of the detailed
information, of the registered advertisement information, to the advertisement panel device
making the reference request; and

~~said respective advertisement panel devices comprising~~
~~an advertisement display unit for displaying an advertisement according to the image~~
~~information sent from the advertisement panel control terminal, and~~

wherein the particular advertisement panel device is configured to send a
~~sending/receiving unit for portable unit for~~, upon receipt of a reference request ~~of for~~ the
particular detailed information from an information portable unit, ~~issuing the reference~~
~~request of for~~ the particular detailed information to the advertisement panel control terminal,
and ~~sending is configured to send~~ the particular detailed information ~~sent~~ received from the
advertisement panel control terminal to said information portable unit; and

wherein said information portable unit including a detailed information requesting
~~unit for sending is configured to send~~ the reference request ~~of for~~ the particular detailed
information to the particular advertisement panel device according to a user's instruction, and
displaying is configured to display the received particular detailed information received from
the particular advertisement panel device.

5. (Currently Amended) A The shop information advertisement panel system as set forth in
Claim claim 4,

wherein said each shop terminal of said plurality of shop terminals comprising
comprises an advertisement information update requesting unit for requesting, through the
communication network, the advertisement panel control terminal to update the respective
advertisement information ~~corresponding to the shop terminal itself, which is registered in the~~
advertisement panel control terminal, through the communication network; and

wherein said advertisement panel control terminal comprising comprises:
~~an advertisement information registering unit of adding control information to~~
~~the advertisement information requested to be registered by the shop terminal so to register~~
~~the both information therein, and~~

~~an advertisement information updating unit for updating the respective~~
advertisement information corresponding to ~~the a specific shop terminal of said plurality of~~
shop terminals having made an update request, ~~of the advertisement information registered in~~
~~an advertisement information storing unit, according to the update request of the respective~~
advertisement information from the specific shop terminal.

6. (Currently Amended) A The shop information advertisement panel system as set forth in Claim claim 4,

~~wherein said shop terminal sends the advertisement information including the image information and detailed information on the shop to the advertisement panel control terminal, so to request the same terminal to register the same information therein,~~

wherein said advertisement panel control terminal adds is configured to add the corresponding control information including the information of the advertisement panel device corresponding to the shop terminal, to the respective advertisement information sent from the each shop terminal of said plurality of shop terminals, so as to register the store both the respective advertisement information for every shop terminal and the corresponding control information into said advertisement information registering storing unit.

7. (Currently Amended) A The shop information advertisement panel system as set forth in Claim claim 4,

~~wherein said particular detailed information consists includes of a plurality of items; said detailed information referring unit~~

wherein said advertisement panel control terminal is configured to sends send an item list with the plurality of items of the particular detailed information corresponding to the advertisement panel device, of the registered detailed information, to the particular advertisement panel device having made a reference request when the reference request of for the particular detailed information was is made by the same particular advertisement panel device, and is configured to sends the send a content of an item of said plurality of items corresponding to an item name to the particular advertisement panel device when the an item name of the item in the item list was is notified to the advertisement panel control terminal by the same particular advertisement panel device, and

~~said sending/receiving unit for portable unit~~

issues a reference request of the detailed information to the advertisement panel control terminal, sends an wherein said particular advertisement panel device is configured to send said item list to said information portable unit, upon receipt of the item list of the detailed information from the advertisement panel control terminal, and is configured to notifies an the item name to said detailed information referring unit, advertisement panel

control terminal upon receipt of the item name from said information portable unit, and ~~sends~~ is configured to send the content of ~~an~~ the item sent received from said ~~detailed information referring unit~~ advertisement panel control terminal to said information portable unit.

8. (Currently Amended) A The shop information advertisement panel system as set forth in Claim claim 7,

wherein said information portable unit is configured to ~~detailed information requesting unit of said information portable unit sends a reference request of the detailed information to the advertisement panel device according to a user's instruction, displays an display the item list upon receipt of the item list of the detailed information, sends an and is configured to send the item name of an~~ the item specified by a user to the particular advertisement panel device, and receives and displays is configured to display the content of the item ~~sent received~~ from the particular advertisement panel device.

9. (Currently Amended) A The shop information advertisement panel system as set forth in Claim claim 7,

wherein said advertisement panel control terminal comprises an access history storing unit for storing an access history indicating a respective access state of each item of the ~~registered plurality of items of the particular~~ detailed information; and

wherein said advertisement panel control terminal is configured to update ~~detailed information referring unit updates~~ the access history stored in said access history storing unit based on ~~an~~ the item name notified from the particular advertisement panel device.

10. (Currently Amended) A The shop information advertisement panel system as set forth in Claim claim 7,

wherein said particular detailed information includes reservation information indicating a reservation state;

wherein said information portable unit comprises a reservation requesting unit for sending reservation requesting information to the particular advertisement panel device;

wherein said particular advertisement panel device is configured to send ~~sending/receiving unit for portable unit sends~~ the reservation requesting information to the

advertisement panel control terminal, upon receipt of the reservation requesting information from the information portable unit;

wherein said advertisement panel control terminal is configured to send~~comprises a reservation request sending/receiving unit for sending the reservation requesting information sent received from said sending/receiving unit for portable unit~~ particular advertisement panel device to the a particular shop terminal of said plurality of shop terminals corresponding to the particular advertisement panel device; and

wherein said particular shop terminal comprises a reservation controlling unit for controlling the reservation information indicating the reservation state and updating the reservation information based on the received reservation requesting information.

11. (Currently Amended) A shop information advertisement method in a shop information advertisement panel system, said shop information advertisement panel system having a plurality of shop terminals ~~provided in a shop~~, an advertisement panel control terminal ~~for controlling an advertisement panel~~, connected with the respective plurality of shop terminals through a communication network, and a plurality of advertisement panel devices ~~provided for every shop terminal for displaying an advertisement of the shop~~, said shop information advertisement method comprising the following steps of:

in each shop terminal of said respective plurality of shop terminals,
requesting sending, to the advertisement panel control terminal through the communication network, to register advertisement information including respective image information expressing an of a respective advertisement image to be displayed on the a corresponding advertisement panel device of said plurality of advertisement panel devices corresponding to its own shop terminal, through the communication network;

in said advertisement panel control terminal,
registering and controlling the advertisement information for every receiving, from each shop terminal of the plurality of shop terminals, the respective image information of the respective advertisement image based on the registration request of the advertisement information from the shop terminal, and;

storing, in an advertisement information storing unit of the advertisement panel control terminal, the respective image information received from each shop terminal of

said plurality of shop terminals in correspondence with corresponding control information identifying the corresponding advertisement panel device on which the respective advertisement image is to be displayed;

reading, from the advertisement information storing unit, particular image information of a particular advertisement image;

determining, based on particular control information that is in correspondence with said particular image information, a particular advertisement panel device of said plurality of advertisement panel devices on which said particular advertisement image is to be displayed; and

sending the particular image information of the advertisement information to the particular advertisement panel device corresponding to the above shop terminal; and

in each advertisement panel device of said respective plurality of advertisement panel devices,

displaying an a specific advertisement image according to the specific image information sent received from the advertisement panel control terminal.

12. (Currently Amended) A The shop information advertisement method in a shop information advertisement panel system as set forth in Claim claim 11, further comprising the following steps of:

in said each shop terminal of said plurality of shop terminals,

requesting, through the communication network, the advertisement panel control terminal to update the advertisement respective image information corresponding to the shop terminal itself, which is registered stored in the advertisement information storing unit of the advertisement panel control terminal, through the communication network; and

in said advertisement panel control terminal,

adding the corresponding control information to the advertisement respective image information requested to be registered by the received from each shop terminal of the plurality of shop terminals, so as to register the store both the respective image information and the corresponding control information therein, and

updating the advertisement respective image information corresponding to the a specific shop terminal of said plurality of shop terminals having made an update request, of

~~the registered advertisement information~~, according to the update request of the ~~advertisement~~ respective image information from the specific shop terminal.

13. (Currently Amended) A ~~The~~ shop information advertisement method ~~in a shop~~ information advertisement panel system as set forth in ~~Claim~~ claim 11, further comprising the following steps of:

~~in said~~ each shop terminal of said plurality of shop terminals,

~~sending the~~ respective advertisement information including the respective image information and respective detailed information on ~~the~~ a corresponding shop to the advertisement panel control terminal through the communication network, so as to request the same advertisement panel control terminal to register the ~~same~~ respective advertisement information therein; and

~~in said~~ advertisement panel control terminal,

~~adding the~~ corresponding control information ~~including the information of the~~ advertisement panel device corresponding to the shop terminal to the respective advertisement information including the respective image information sent from the each shop terminal of said plurality of shop terminals, so as to register ~~the both~~ the respective advertisement information and the corresponding control information for every shop terminal ~~into said advertisement information registering unit~~ therein.

14. (Currently Amended) A shop information advertisement method in a shop information advertisement panel system, said shop information advertisement panel system having a plurality of shop terminals ~~provided in a shop~~, an advertisement panel control terminal ~~for controlling an advertisement panel~~, connected with the respective plurality of shop terminals through a communication network, and a plurality of advertisement panel devices ~~provided for every shop terminal for displaying an advertisement of the shop~~, said shop information advertisement method comprising the following steps of:

~~in said~~ respective each shop terminal of said plurality of shop terminals,

~~requesting sending, to~~ the advertisement panel control terminal through the communication network, ~~to register~~ respective advertisement information including respective image information ~~expressing an~~ of a respective advertisement image to be

displayed on ~~the~~ a corresponding advertisement panel device of said plurality of advertisement panel devices ~~corresponding to its own shop terminal~~ and detailed information on ~~the~~ a respective shop where ~~this shop terminal is provided~~, through the communication network the corresponding advertisement panel device is located;

in said advertisement panel control terminal,

~~registering and controlling the advertisement information for every receiving, from each shop terminal of the plurality of shop terminals, based on the registration request of the respective advertisement information from the shop terminal, and sending the image information to the advertisement panel device corresponding to the shop terminal, and;~~

storing, in an advertisement information storing unit of the advertisement panel control terminal, the respective advertisement information received from each shop terminal of said plurality of shop terminals in correspondence with corresponding control information identifying the corresponding advertisement panel device on which the respective advertisement image specified by the respective image information of the respective advertisement information is to be displayed;

reading, from the advertisement information storing unit, particular image information of a particular advertisement image included in particular advertisement information;

determining, based on particular control information that is in correspondence with said particular advertisement information, a particular advertisement panel device of said plurality of advertisement panel devices on which said particular advertisement image is to be displayed;

sending the particular image information to the particular advertisement panel device; and

sending, when said particular advertisement panel device makes a reference request of the for particular detailed information included in said particular advertisement information, sending the particular detailed information corresponding to the advertisement panel device having made the reference request to the detailed information, of the registered advertisement information, to the particular advertisement panel device having made the reference request; and

in said ~~respective particular~~ advertisement panel devices device,

displaying ~~an~~ the particular advertisement image according to the particular image information sent from the advertisement panel control terminal; ~~and;~~
sending, upon receipt of a reference request ~~of~~ for the particular detailed information from an information portable unit, ~~issuing the reference request of~~ for the particular detailed information to the advertisement panel control terminal; and
sending the particular detailed information ~~sent~~ received from the advertisement panel control terminal to said information portable unit.

15. (Currently Amended) A The shop information advertisement method ~~in a shop information advertisement panel system~~ as set forth in ~~Claim~~ claim 14, ~~comprising the following steps of~~ further comprising:

~~in said~~ each shop terminal of said plurality of shop terminals,
requesting, through the communication network, the advertisement panel control terminal to update the respective advertisement information ~~corresponding to the shop terminal itself, which is registered in the advertisement panel control terminal, through the communication network;~~ and

in said advertisement panel control terminal,
~~adding control information to the advertisement information requested to be registered by the shop terminal so to register the both information, and~~
updating the respective advertisement information corresponding to ~~the a~~ a specific shop terminal of said plurality of shop terminals having made an update request, ~~of the registered advertisement information,~~ according to the update request of the respective advertisement information from the specific shop terminal.

16. (Currently Amended) A The shop information advertisement method ~~in a shop information advertisement panel system~~ as set forth in ~~Claim~~ claim 14, further comprising the following steps ~~of~~:

~~in said shop terminal, sending the advertisement information including the image information and detailed information on the shop to the advertisement panel control terminal, so to request the same terminal to register the same information; and~~

in said advertisement panel control terminal,

adding the corresponding control information ~~including the information of the~~ advertisement panel device ~~corresponding to the shop terminal~~, to the respective advertisement information sent from the each shop terminal of said plurality of shop terminals, so as to register the store both the respective advertisement information for every shop terminal into said advertisement information registering unit and the corresponding control information therein.

17. (Currently Amended) A The shop information advertisement method in a shop information advertisement panel system as set forth in Claim claim 14, in which:

wherein said particular detailed information consists of a plurality of items; and
wherein said shop information advertisement method further comprises:

in said advertisement panel control terminal,

sends sending an item list with the plurality of items of the particular detailed information corresponding to the advertisement panel device, of the registered detailed information, to the particular advertisement panel device having made a reference request when the reference request of for the particular detailed information was is made by the same particular advertisement panel device; and

sends the sending a content of an item of said plurality of items corresponding to an item name to the particular advertisement panel device when the an item name of the item in the item list was is notified to the advertisement panel control terminal by the same particular advertisement panel device, and

in said particular advertisement panel device,

issues a reference request of the detailed information to the advertisement panel control terminal, sends an sending said item list to said information portable unit; upon receipt of the item list of the detailed information from the advertisement panel control terminal;

notifies an notifying the item name to the advertisement panel control terminal; upon receipt of the item name from said information portable unit; and

sends sending the content of an the item sent received from the advertisement panel control terminal to said information portable unit.

18. (Currently Amended) ~~A~~ The shop information advertisement method ~~in a shop information advertisement panel system~~ as set forth in ~~Claim~~ claim 17, ~~in which~~ wherein said information portable unit ~~sends a reference request of the detailed information to the advertisement panel device, according to a user's instruction, displays an~~ the item list upon receipt of the item list ~~of the detailed information, sends an~~ the item name of ~~an~~ the item specified by a user to the particular advertisement panel device, and receives and displays the content of the item sent from the particular advertisement panel device.

19. (Currently Amended) ~~A~~ The shop information advertisement method ~~in a shop information advertisement panel system~~ as set forth in ~~Claim~~ claim 17, ~~in which~~ further comprising:

in said advertisement panel control terminal,
stores storing an access history indicating a respective access state of each item ~~of the registered detailed information, of said plurality of items;~~ and
updates updating the access history ~~stored~~ based on ~~an~~ the item name notified from the particular advertisement panel device.

20. (Currently Amended) ~~A~~ The shop information advertisement method ~~in a shop information advertisement panel system~~ as set forth in ~~Claim~~ claim 17, ~~in which~~

wherein said particular detailed information includes reservation information indicating a reservation state;

wherein said information portable unit sends reservation requesting information to the particular advertisement panel device;

wherein said particular advertisement panel device sends the reservation requesting information to the advertisement panel control terminal; upon receipt of the reservation requesting information from said information portable unit;

wherein said advertisement panel control terminal sends the reservation requesting information ~~sent~~ received from the particular advertisement panel device ~~to the~~ a particular shop terminal of said plurality of shop terminals corresponding to the particular advertisement panel device; and

wherein said particular shop terminal controls the reservation information indicating the reservation state and updates the reservation information based on the received reservation requesting information.

21. (Currently Amended) A computer readable memory storing a program for controlling a ~~shop information advertisement in a shop information advertisement panel system to perform a process, said shop information advertisement panel system~~ having a plurality of shop terminals ~~provided in a shop, an advertisement panel control terminal for controlling an advertisement panel, connected with the respective shop terminals through a communication network, and a plurality of advertisement panel devices provided for every shop terminal for displaying an advertisement of the shop, said process comprising:~~

~~said program of the respective in each shop terminal of said plurality of shop terminals;~~

~~requesting sending, to the advertisement panel control terminal through the communication network, to register advertisement information including respective image information expressing an of a respective advertisement image to be displayed on the a corresponding advertisement panel device of said plurality of advertisement panel devices corresponding to its own shop terminal, through the communication network;~~

~~said program of in the advertisement panel control terminal:~~

~~registering and controlling the advertisement information for every receiving, from each shop terminal of the plurality of shop terminals, the respective image information of the respective advertisement image based on the registration request of the advertisement information from the shop terminal, and;~~

~~storing, in an advertisement information storing unit of the advertisement panel control terminal, the respective image information received from each shop terminal of said plurality of shop terminals in correspondence with corresponding control information identifying the corresponding advertisement panel device on which the respective advertisement image is to be displayed;~~

~~reading, from the advertisement information storing unit, particular image information of a particular advertisement image;~~

determining, based on particular control information that is in correspondence with said particular image information, a particular advertisement panel device of said plurality of advertisement panel devices on which said particular advertisement image is to be displayed; and

sending the particular image information of the advertisement information to the particular advertisement panel device corresponding to the above shop terminal; and

said program of the respective in each advertisement panel device of said plurality of advertisement panel devices;

displaying an a specific advertisement image according to the specific image information sent received from the advertisement panel control terminal.

22. (Currently Amended) A The computer readable memory storing a program for controlling a shop information advertisement in a shop information advertisement panel system as set forth in Claim claim 21, wherein said process further comprises:

said program of the in each shop terminal of said plurality of shop terminals,

requesting, through the communication network, the advertisement panel control terminal to update the advertisement respective image information corresponding to the shop terminal itself, which is registered stored in the advertisement information storing unit of the advertisement panel control terminal, through the communication network; and

said program of in the advertisement panel control terminal,

adding the corresponding control information to the advertisement respective image information requested to be registered by the received from each shop terminal of the plurality of shop terminals, so as to register the store both the respective image information and the corresponding control information therein, and

updating the advertisement respective image information corresponding to the a specific shop terminal of said plurality of shop terminals having made an update request, of the registered advertisement information, according to the update request of the advertisement respective image information from the specific shop terminal.

23. (Currently Amended) ~~A~~ The computer readable memory storing a program for controlling a shop information advertisement in a shop information advertisement panel system as set forth in Claim claim 21, wherein said process further comprises:

~~said program of the~~ in each shop terminal of said plurality of shop terminals,
sending the respective advertisement information including the respective image information and respective detailed information on the a corresponding shop to the advertisement panel control terminal through the communication network, so as to request the same advertisement panel control terminal to register the same respective advertisement information therein; and

~~said program of~~ in the advertisement panel control terminal,
adding the corresponding control information ~~including the information of the~~ advertisement panel device ~~corresponding to the shop terminal to the~~ respective advertisement information including the respective image information sent from the each shop terminal of said plurality of shop terminals, so as to register the both the respective advertisement information and the corresponding control information ~~for every shop terminal into said advertisement information registering unit~~ therein.

24. (Currently Amended) A computer readable memory storing a program for controlling a ~~shop information advertisement in a shop information advertisement panel system~~ to perform a process, said shop information advertisement panel system having a plurality of shop terminals ~~provided in a shop, an advertisement panel control terminal for controlling an advertisement panel, connected with the~~ respective plurality of shop terminals through a communication network, and a plurality of advertisement panel devices, ~~provided for every shop terminal for displaying an advertisement of the shop~~ said process comprising:

~~said program of the~~ respective in each shop terminal of the plurality of shop terminals,
~~requesting sending, to~~ the advertisement panel control terminal through the communication network, to register respective advertisement information including respective image information ~~expressing an~~ of a respective advertisement image to be displayed on the a corresponding advertisement panel device of said plurality of advertisement panel devices ~~corresponding to its own shop terminal~~ and detailed information

~~on the a respective shop where this shop terminal is provided, through the communication network the corresponding advertisement panel device is located;~~

~~said program of in the advertisement panel control terminal,~~

~~registering and controlling the advertisement information for every receiving, from each shop terminal of the plurality of shop terminals, based on the registration request of the respective advertisement information from the shop terminal, and sending the image information to the advertisement panel device corresponding to the shop terminal, and;~~

~~storing, in an advertisement information storing unit of the advertisement panel control terminal, the respective advertisement information received from each shop terminal of said plurality of shop terminals in correspondence with corresponding control information identifying the corresponding advertisement panel device on which the respective advertisement image specified by the respective image information of the respective advertisement information is to be displayed;~~

~~reading, from the advertisement information storing unit, particular image information of a particular advertisement image included in particular advertisement information;~~

~~determining, based on particular control information that is in correspondence with said particular advertisement information, a particular advertisement panel device of said plurality of advertisement panel devices on which said particular advertisement image is to be displayed;~~

~~sending the particular image information to the particular advertisement panel device; and~~

~~sending, when said particular advertisement panel device makes a reference request of the for particular detailed information included in said particular advertisement information, sending the particular detailed information corresponding to the advertisement panel device having made the reference request of the detailed information, of the registered advertisement information, to the particular advertisement panel device having made the reference request; and~~

~~in said program of the respective particular advertisement panel devices device,~~

~~displaying an the particular advertisement image according to the particular image information sent from the advertisement panel control terminal, and;~~

~~sending, upon receipt of a reference request of for the particular~~ detailed information from an information portable unit, ~~issuing the reference request of for the particular~~ detailed information to the advertisement panel control terminal; and
sending the particular detailed information ~~sent~~ received from the advertisement panel control terminal to said information portable unit.

25. (Currently Amended) A ~~The~~ computer readable memory ~~storing a program for~~ controlling a shop information advertisement in a shop information advertisement panel system as set forth in ~~Claim~~ claim 24, wherein said process further comprises:

~~said program of the~~ in each shop terminal of said plurality of shop terminal,
requesting, through the communication network, the advertisement panel control terminal to update the respective advertisement information ~~corresponding to the shop terminal itself, which is registered in the advertisement panel control terminal, through the communication network;~~ and

in said program of the advertisement panel control terminal,
~~adding control information to the advertisement information requested to be registered by the shop terminal so to register the both information, and~~
updating the respective advertisement information corresponding to ~~the a~~ a specific shop terminal of said plurality of shop terminals having made an update request, ~~of the registered advertisement information, according to the update request of the respective advertisement information from the specific shop terminal.~~

26. (Currently Amended) A ~~The~~ computer readable memory ~~storing a program for~~ controlling a shop information advertisement in a shop information advertisement panel system as set forth in ~~Claim~~ claim 24, wherein said process further comprises:

~~said program of the shop terminal sending the advertisement information including the image information and detailed information on the shop to the advertisement panel control terminal, so to request the same terminal to register the same information; and~~

in said program of the advertisement panel control terminal,
adding the corresponding control information ~~including the information of the advertisement panel device corresponding to the shop terminal to the~~ respective

advertisement information sent from the each shop terminal of said plurality of shop terminals, so as to register the store both the respective advertisement information for every shop terminal into said advertisement information registering unit and the corresponding control information therein.

27. (Currently Amended) A The computer readable memory storing a program for controlling a shop information advertisement in a shop information advertisement panel system as set forth in Claim claim 24;

wherein said particular detailed information consisting includes of a plurality of items;
and

wherein said process further comprises:

in said program of the advertisement panel control terminal,
sending an item list with the plurality of items of the particular detailed information corresponding to the advertisement panel device, of the registered detailed information, to the particular advertisement panel device having made a reference request when the reference request of for the particular detailed information was is made by the same particular advertisement panel device; and

sending a content of an item of said plurality of items corresponding to an item name to the particular advertisement panel device when the an item name of the item in the item list was is notified to the advertisement panel control terminal by the same particular advertisement panel device; and

in said program of the particular advertisement panel device,
issuing a reference request of the detailed information to the advertisement panel control terminal, sending an said item list to said information portable unit, upon receipt of the item list of the detailed information from the advertisement panel control terminal;

notifying an said item name to the advertisement panel control terminal; upon receipt of the item name from said information portable unit; and

sending the content of an the item sent received from the advertisement panel control terminal to said information portable unit.

28. (Currently Amended) A computer readable memory ~~storing a program for controlling a shop information advertisement in a shop information advertisement panel system~~ as set forth in Claim claim 27, said process further comprising:

in said ~~program of~~ said information portable unit,
 ~~sending a reference request of the detailed information to the advertisement~~
~~panel device, according to a user's instruction,~~
 ~~displaying an the item list upon receipt of the item list from the particular~~
~~advertisement panel device; of the detailed information,~~
 ~~sending an the item name of an the item specified by a user to the particular~~
~~advertisement panel device, and~~
 receiving and displaying the content of the item sent from the particular
advertisement panel device.

29. (Currently Amended) A The computer readable memory ~~storing a program for~~
~~controlling a shop information advertisement in a shop information advertisement panel~~
~~system~~ as set forth in Claim claim 27, said process further comprising:

in said ~~program of~~ the advertisement panel control terminal,
 storing an access history indicating a respective access state of each item ~~of the~~
~~registered detailed information, of said plurality of items;~~ and
 updating the access history ~~stored based on an the~~ item name notified from the
particular advertisement panel device.

30. (Currently Amended) A The computer readable memory ~~storing a program for~~
~~controlling a shop information advertisement in a shop information advertisement panel~~
~~system~~ as set forth in Claim claim 27,
 wherein said particular detailed information including includes reservation

information indicating a reservation state; and
 wherein said process further comprises:
 in said ~~program of~~ said information portable unit,
 sending reservation requesting information to the particular
advertisement panel device,

~~in said program of the particular~~ advertisement panel device,

sending the reservation requesting information to the advertisement panel control terminal upon receipt of the reservation requesting information from said information portable unit;

~~in said program of the~~ advertisement panel control terminal,

sending the reservation requesting information ~~sent~~ received from the particular advertisement panel device to ~~the~~ a particular shop terminal of said plurality of shop terminals corresponding to the particular advertisement panel device; and

~~in said program of the particular~~ shop terminal,

controlling the reservation information indicating the reservation state;

and

updating the reservation information based on the received reservation requesting information.